

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.

AD#113-D1 REQ# M18623 "BUCK THE SYSTEM" - PAGE 4/C BLD 5-5/8X7-3/4 TV GUIDE, 1990
Printed in U.S.A.

BUCK THE SYSTEM



Full rich flavor, not full price.

Available in Kings & Kings Lights.

MSRP suggested retail price

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

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Kings: 14 mg "tar," 1.7 mg
nicotine—Kings Lights: 11 mg
"tar," 0.6 mg nicotine av. per
cigarette by FTC method.



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